

AN INTERACTIVE MEDIA PRESENTATION SYSTEM FOR  
PRESENTING BUSINESS DATA OVER A DIGITAL TELEVISION  
NETWORK

ABSTRACT OF THE DISCLOSURE

5           The method includes steps for creating and updating an interactive television application, which includes business data and other interactive and dynamic data which changes frequently over time. The interactive television application and data is transmitted over a television broadcast network, and the method includes steps for presenting the data to the user. Business data is

10   compiled into a binary form, the business data for example comprising descriptions of products. A description of an interactive application is generated using an authoring tool. The authoring tool allows a creative designer to create page layouts and use simple script to specify how to respond to user interactions. The compiled business data and the script are streamed

15   to a receiver for generating video information for a user's television, wherein the receiver uses the script to access the compiled business data and generate a presentation of the data for the user. The receiver can be a set-top box for use with a cable television provider, a terrestrial television provider or a satellite television provider. The business data can be compatible with a

20   version of XML (extensible markup language). The business data can be referenced within script created using an authoring tool without the instances of the business data being present at the time of authoring. The compiling can be configured to improve the access speed of the receiver to the business data and to reduce a memory footprint of the business data on the receiver. The

25   business data can be updated and recompiled without requiring the application to be re-authored manually.

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